

## Ideation Phase

### Define the Problem Statements

Date	10 feb 2026
Team ID	LTVIP2026TMIDS34624
Project Name	Strategic Product Placement Analysis
Maximum Marks	2 Marks

#### Customer Problem Statement Template:

Problem Statement (PS)	I am (Customer)	I'm trying to	But	Because	Which makes me feel
PS-1	a retail company manager	identify how different product placement strategies affect customer behavior and sales conversions.	I lack a visual and interactive system	the raw sales data is complex, and existing tools like Excel don't let me filter trends	unsure about which placement decisions are actually improving sales
PS-2	a marketing strategist	evaluate how different product placements influence customer awareness and sales uplift.	I don't have a centralized way to connect placement performance data with customer reactions or conversions.	there's a lack of visual, real-time tools that let me demonstrate ROI on placement strategies	under-equipped to justify marketing spend, optimize placements